



## California Main Street

Recap of Members' Annual Reports  
and Reinvestment Statistics

Grass Valley, CA  
March 12, 2012

## Numbers, Numbers

Out of 25 California Main Street  
Communities, 23 turned in their  
2010 annual reports as of  
February, 2012

What We're Looking At...

- » **Cumulative Numbers of All Communities for**
  - » **New Business Starts**
  - » **Business Expansions**
  - » **Business Lost**
  - » **Net Gain/Loss of Businesses**

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What We're Looking At...

- » **Cumulative Numbers of All Communities for**
  - » **Jobs Created - Starts**
  - » **Jobs Created - Expansions**
  - » **Jobs Lost**
  - » **Net Gain/Loss of Jobs**

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What We're Looking At...

- » **Cumulative Numbers of All Communities for**
  - » **# of Private Sector Projects**
  - » **Private Sector Investment**
  - » **# of Public Sector Projects**
  - » **Public Sector Investment**
  - » **Volunteer hours**

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## Main Street Reinvestment Statistics

This ratio measures the amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of its Main Street program, based on medial annual program costs reported to the National Trust Main Street Center by all its coordinating programs. We will look at the national 2010 ratio as well as the 2011 ratio for California.

Drum Roll, please.....



### California Main Street Reinvestment Statistics 2011

- » **New Business Starts – 407 (up 31% from 2010)**
- » **Business Expansions – 27 (up 17% from 2010)**
- » **Businesses Lost – -198 (down 14.6% from 2010)**
- » **Net Gain of Businesses – 209 (up 97% from 2010)**

California Main Street  
Reinvestment Statistics 2011

- » **Jobs Created – New Business Starts – 1,959 (up 72% from 2010)**
- » **Jobs Created – Expansions – 56 (up 33% from 2010)**
- » **Jobs Lost – -764 (up 2% from 2010)**
- » **Net Gain of Jobs – 1251 (up 291% from 2010)**
- » **Volunteer Hours – 67,104 (up 11 % from 2010)**

California Main Street  
Reinvestment Statistics 2011

- » **# of Private Sector Projects –83 (down 30% from 2010)**
- » **Private Sector Investment – \$15,674,772 (down 75% from 2010)**
- » **# of Public Sector Projects – 50 (up 11% from 2010)**
- » **Public Sector Investment – \$27,258,426 (up 3% from 2010)**
- » **Total Investment in CA Main Street Communities – \$42,933,198 (down 51% from 2010)**

California Main Street  
Reinvestment Statistics 2011

- » **Total Investment in CA Main Street Communities – \$42,933,198**
- » **Total of Annual budgets of the reporting communities – \$6,640,731**
- » **California Reinvestment Ratio – (\$42,933,198 divided by \$6,640,731)=\$6.47 (2010 was \$12.92 - down by almost 50%)**
- » **This may worsen with elimination of redevelopment**

California Main Street  
Reinvestment Statistics 2011

- » Some Observations –
  - » 5 Communities reported no Private Sector Investments for 2011 (5 also in 2010)
  - » 6 Communities reported no Public Sector Investments for 2010 (6 also in 2010)

California Main Street  
Reinvestment Statistics 2011

- » Some Observations –
  - » In 2004, the National Main Street Center reported a "record" \$39.22 to \$1 reinvestment ratio - this dropped to \$27 to \$1 for 2009, and \$16 to 1 in 2010

California Main Street  
Reinvestment Statistics 2011

California Investment Ratio 2009 - \$11.32  
National Investment Ratio 2009 - \$27.00

California Investment Ratio - 2010 - \$12.92  
National Investment Ratio 2010 - \$16.00

California Investment Ratio - 2011 - \$6.47  
National Investment Ratio 2011 - Will be revealed in Baltimore next month